

ESTTA Tracking number: **ESTTA199056**Filing date: **03/18/2008**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Petition for Cancellation**

Notice is hereby given that the following party requests to cancel indicated registration.

**Petitioner Information**

Name	Mr. David J Long Jr.		
Entity	Individual	Citizenship	UNITED STATES
Address	2050 Delsea Drive Sewell, NJ 08080 UNITED STATES		

Correspondence information	Mr. David J Long Jr. Sole Proprietor TASTE OF SOUTH JERSEY 2050 Delsea Drive Sewell, NJ 08080 UNITED STATES pr@foodpresswire.com, editor@homeandtowne.com Phone:856 232-2299
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**Registration Subject to Cancellation**

Registration No	2969604	Registration date	07/19/2005
Registrant	REVIEW PUBLISHING LIMITED PARTNERSHIP 1500 Sansom Street, 3rd Floor Philadelphia, PA 19102 UNITED STATES		

**Goods/Services Subject to Cancellation**

Class 016. First Use: 2004/05/13 First Use In Commerce: 2004/05/13  
All goods and services in the class are cancelled, namely: Periodicals in the field of restaurants and dining

**Grounds for Cancellation**

Other	Unfair business practices, passing off, misrepresentation, first use in commerce, similarity (I first published TASTE OF SOUTH JERSEY in January 2000 as a periodical in the field of restaurants and dining). I have never dissolved my trade name of TASTE OF SOUTH JERSEY. And the registered mark is a dilution to my business reputation. The registrant of the mark is a competitor in my marketplace.
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Attachments	PetitionToCancel_statement.pdf ( 1 page )(92314 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Facsimile or email (by agreement only) on this date.

Signature	/david j long jr./
Name	Mr. David J Long Jr.
Date	03/18/2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of trademark Registration No. 2969604.....  
For the mark.....TASTE OF SOUTH JERSEY.....  
Date registered....July 19, 2005.....

(Name of petitioner) David J. Long Jr.

v.

(Name of registrant) Review Publishing

## PETITION TO CANCEL STATEMENT FOR GROUNDS

The grounds for cancellation are as follows:

1. I am the owner of the business name, TASTE OF SOUTH JERSEY, registered with the State of New Jersey since 1999.
2. I first used the name, TASTE OF SOUTH JERSEY in commerce in January 2000.
3. My print publication, TASTE OF SOUTH JERSEY and all my subsequent publications, web sites, talk radio shows are in the field of restaurants and dining.
4. Review Publishing is a competing company who I claim utilized "unfair business practices," "passing off," and "misrepresentation.
5. Review Publishing and its other publications compete with my company in the same marketplace.
6. I have never dissolved the business trade name, TASTE OF SOUTH JERSEY and continue to publish, so the registration by Review Publishing is a dilution to my business reputation, company, goods and services.
7. I have copies of my first print issue and subsequent issues of TASTE OF SOUTH JERSEY.
8. My business, concepts and publication titles have been long established—since 1999.

By David J. Long Jr.  
Sole Proprietor,  
T/A; TASTE OF SOUTH JERSEY

Date March 18, 2008